

**Listing of Claims:**

1. (Canceled).
2. (Previously Presented) The system of claim 62, wherein the data warehouse contains healthcare data.
3. (Previously Presented) The system of claim 62, wherein the data warehouse contains human resource data.
4. (Previously Presented) The system of claim 62, wherein the data warehouse contains financial data.
5. (Canceled).
6. (Previously Presented) The system of claim 62, wherein said inferencing engine generates and outputs the personal interest graph (PIG).
7. (Currently Amended) The system of claim 62, wherein said inferencing engine generates and outputs the personal interest graph (PIG) created for the user-based on data rules, said system further comprising:
  - a display for displaying information selected from said content store based at least in part on the PIG.
8. (Currently Amended) The system of claim 62, wherein ~~the inferencing engine generates consequences based on information in said data warehouse, said user data is tagged in accordance with said ontology, and~~ the inferencing engine generates and outputs a list of the linked weighted second nodes.
9. (Previously Presented) The system of claim 62, further comprising a display for providing a personalized view of said content for said user.
10. (Previously Presented) The system of claim 62, further comprising a display for providing a personalized view of said content regarding said user for a third party.

11. (Previously Presented) The system of claim 62, wherein said user data includes click stream data.

12. (Previously Presented) The system of claim 62, wherein said user data includes source data.

13. (Previously Presented) The system of claim 62, wherein said user data includes explicit data.

14. (Previously Presented) The system of claim 62, wherein said user data includes implicit data.

15. (Previously Presented) The system of claim 62, wherein information relating at least part of said user's personalized view is displayed to a third party user.

16. (Previously Presented) The system of claim 15, wherein the displayed information is related to information provided by the third party to said user.

17. (Previously Presented) The system of claim 15, wherein the displayed information is related to information provided by the third party to another user other than said user.

18-20. (Canceled).

21. (Previously Presented) The computer-implemented method of claim 25, wherein said receiving user data step includes receiving healthcare data related to said user.

22. (Previously Presented) The computer-implemented method of claim 25, wherein said receiving user data step includes receiving human resource data related to said user.

23. (Previously Presented) The computer-implemented method of claim 25, wherein said receiving user data step includes receiving financial data related to said user.

24. (Currently Amended) The computer-implemented method of claim 25, further

comprising the step of:

generating a personal interest graph (PIG) regarding a user based on ~~data rules~~the conclusions.

25. (Currently Amended) A computer-implemented method for drawing conclusions for personalized content relating to a user, comprising the steps of:

receiving from a data warehouse user data corresponding to a user wherein said user is de-identified in the user data;

tagging said user data in the data warehouse in accordance with an ontology in an ontology store, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of nodes;

associating weights with the collection of first nodes;

drawing conclusions over at least said tagged user data with an inferencing engine by applying one or more rules to the ontology, the conclusions include a modified form of the collection of first nodes, the modified form including weighted nodes and the modifications including at least one of the following: adding a node to the collection of first nodes and modifying a weight associated with the collection of first nodes; and

~~generating and outputting a one or more weighted nodes of the conclusions, list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node of the conclusions indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology represented by each weighted node of the conclusions, wherein at least one particular weighted second node is generated dependent on another particular weighted second node being generated, the at least one particular weighted second node and the another particular weighted second node representing related concepts that are not tagged in the user data.~~

26. (Previously presented) The computer-implemented method of claim 25, further comprising the step of:

displaying said conclusions to said user.

27. (Previously Presented) The computer-implemented method of claim 25, further

comprising the step of:

displaying said conclusions to a third party.

28. (Previously Presented) The computer-implemented method of claim 25, further comprising the steps of:

receiving content;

tagging said content in accordance with the collection of first nodes of said ontology.

29. (Previously Presented) The computer-implemented method of claim 25, further comprising the step of:

enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

30. (Previously Presented) The computer-implemented method of claim 25, further comprising the steps of:

separately storing said tagged user data, and

analyzing said separately stored tagged user data.

31. (Canceled).

32. (Currently Amended) The computer system of claim 34, wherein the conclusions include one or more inferences, said means for drawing conclusions further comprises:  
means for drawing inferences.

33. (Currently Amended) The computer system of claim 34, further comprising:  
means for generating a personal interest graph (PIG) ~~regarding a user~~ based on data rules ~~the conclusions~~.

34. (Currently Amended) A computer system for drawing conclusions for personalized content relating to a user, comprising:

means for receiving user data corresponding to a user, said user being de-identified in the user data;

means for tagging said user data in accordance with an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes;

means for associating weights with the collection of first nodes based on the user data;

means for drawing conclusions based on the ontology by applying one or more rules, the conclusions include a modified form of the collection of first nodes, the modifications to the collection of first nodes including adding a node to the initialized ontology and modifying a weight associated with the collection of first nodes~~over at least said tagged user data;~~ and

means for generating and outputting a list of weighted second nodes~~the conclusions, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node in the conclusions indicating a degree to which the user is interested in the concept of represented by each node the corresponding first node of the ontology, wherein at least one particular weighted second node is generated dependent on another particular weighted second node being generated, the at least one particular weighted second node of the conclusions and the another particular weighted second node of the conclusions representing related concepts that are not tagged in the user data.~~

35. (Previously presented) The computer system of claim 34, further comprising:  
means for displaying said conclusions to said user.

36. (Previously Presented) The computer system of claim 34, further comprising:  
means for displaying said conclusions to a third party.

37. (Previously Presented) The computer system of claim 34, further comprising:  
means for receiving content; and  
means for tagging said content in accordance with the collection of first nodes of said ontology.

38. (Previously Presented) The computer system of claim 34, further comprising:  
means for enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

39. (Previously Presented) The computer system of claim 34, further comprising:  
means for separately storing said tagged user data, and  
means for analyzing said separately stored tagged user data.

40-41 (Canceled).

42. (Currently Amended) A computer-readable medium for storing a data structure, said data structure comprising:

a first portion storing user data tagged in accordance with an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes wherein said user is de-identified in the user data;

a second portion storing a weighting value associated with said user data, said second portion being part of a list of weighted second nodes, ~~each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of represented by each weighted second node the corresponding first node of the ontology, wherein at least one particular weighted second node is included in the list dependent on the listing of another particular weighted second node, the at least wherein one particular weighted second node and the another particular weighted second node representing related concepts that are not tagged in the user data; and~~

wherein the list of weighted second nodes is a modified form of the collection of first nodes, the modifications to the collection of first nodes including at least one of the following: adding a node to the collection of first nodes and modifying a weight associated with the collection of first nodes.

43. (Previously Presented) The computer-readable medium according to claim 42, said data structure forming a personalized interest graph.

44. (Canceled).

45. (Currently Amended) The computer-implemented method according to claim 25, said receiving step further comprising the step of:

authenticating said ~~de-identified~~ user.

46. (Currently Amended) The computer system according to claim 34, further comprising:

means for authenticating said ~~de-identified~~ user.

47. (Cancelled).

48. (Currently Amended) A system for providing tagged content comprising:

a content store configured to store content information;

an ontology store configured to store an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes; and

a first inferencing engine that generates consequences based on information in said content store and information in the ontology store, the consequences are a list of weighted second nodes that include the collection of first nodes, each weighted second node indicating a degree to which the user is interested in the concept represented by each weighted second node, wherein one particular weighted second node and the another particular weighted second node represent related concepts;

wherein said content information is tagged in accordance with the collection of first nodes of said ontology, and generating the consequences includes modifying the collection of first nodes to create the list of weighted second nodes, the modifications including at least one of the following: adding a node to the collection of first nodes and modifying a weight associated with the collection of first nodes, and said consequences are a list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, each weighted second node indicating a degree to which the user is interested in the concept of the corresponding first node of the ontology, wherein at least one particular weighted second node is included in the list dependent on the listing of another particular weighted second node, and

wherein said user is ~~de-identified~~ and

wherein the at least one particular weighted second node and the another particular weighted second node represent related concepts that are not tagged user data.

49. (Previously Presented) The system of claim 48, wherein said consequences are a content information graph.

50. (Previously Presented) The system according to claim 48, further comprising:  
a data warehouse that stores tagged user data; and  
a second inferencing engine that generates consequences based on said tagged user data.

51. (Currently Amended) The system according to claim 50, further comprising:  
a comparator that compares the consequences of from said first inferencing engine with the consequences from said second inferencing engine.

52. (Canceled).

53. (Previously Presented) The electronic process according to claim 55, further comprising the steps of:  
storing tagged user data in a data warehouse; and  
drawing second conclusions over at least said tagged user data.

54. (Previously Presented) The electronic process according to claim 53, further comprising the step of:  
comparing the consequences of said drawing first conclusions step with the consequences of said second conclusions step.

55. (Currently Amended) An electronic process for drawing conclusions for content comprising the steps of:  
receiving content information;  
tagging said content information in accordance with an ontology, the ontology having a collection of first nodes representing related concepts and a plurality of relationships among the collection of first nodes; and  
drawing first conclusions ~~over based on at least said~~ the tagged content information and



the ontology by applying one or more rules that modify the ontology, the first conclusions include a modified form of the collection of first nodes, the modifications including adding a node to the initialized ontology and modifying a weight associated with the collection of first nodes;

wherein said first conclusions are a list of weighted second nodes, each weighted second node corresponding to one of the first nodes of the ontology, the modified form of the collection of first nodes includes weighted second nodes, each weighted second node indicating a degree to which the user is interested in the concept represented by of the corresponding first node of the ontology each weighted second node, wherein at least one particular weighted second node is included in the list dependent on the listing of another of another particular weighted second node;

~~wherein said user is de-identified, and~~

~~wherein the at least one particular weighted second node and the another particular weighted second node represent related concepts different from the tagged user data.~~

56. (Previously Presented) The electronic process according to claim 55, wherein said first conclusions are a content information graph.

57-59 (Canceled).

60. (Previously Presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an article.

61. (Previously Presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an advertisement.

62. (Currently Amended) A system for providing personalized content to a user, the system comprising:

a data warehouse storing user data related to a user, wherein the user data comprises at least one of user-provided data, third-party-provided data, and click-stream data;

an ontology store configured to store an ontology including a hierarchical collection of

linked first nodes, wherein each ~~first~~-node in the hierarchical collection of linked first nodes represents a concept and the concepts of any two linked first nodes being related to each other;

an inferencing engine configured to:

associate weights with the hierarchical collection of linked first nodes based on user data, and

apply one or more rules to the ontology, wherein applying the one or more rules modifies the ontology to create a hierarchical collection of linked second nodes, the modifications including at least one of the following: adding a node to the hierarchical collection of linked first nodes and modifying a weight associated with the hierarchical collection of linked first nodes, and

wherein the hierarchical collection of linked second nodes includes the linked first nodes from the ontology, at least some of the second nodes being weighted nodes, the weighted second nodes including weight values based on the user data, each weighted second node indicating the degree to which the user is interested in the concept of each weighted second node;~~including a set of rules for making conclusions about the user based on the user data;~~

a personalization interest graph for the user including ~~a~~the hierarchical collection of linked second nodes, ~~the second nodes including the linked first nodes from the ontology, at least some of the second nodes being weighted nodes, the weighted second nodes including weight values based on the user data and based on conclusions about the user made by the inferencing engine, each weighted second node corresponding to a first node of the ontology, each weighted second node indicating the degree to which the user is interested in the concept of the corresponding first node of the ontology, wherein at least one particular weighted second node is included in the collection dependent on another particular weighted second node being included in the collection~~

~~wherein said user is de-identified and~~

~~— wherein the at least one particular weighted second node and the another particular weighted second node represent related concepts that are not tagged in the user data;~~

a content store storing content tagged using the hierarchical collection of linked first

nodes from the ontology; and

a processor configured to select tagged content from the content store based on the personalization interest graph for the user.

63. (Currently Amended) The system of claim 62, wherein a node in ~~said the~~ hierarchical collection of linked first nodes is related to two or more ancestor nodes.

64. (Currently Amended) The system of claim 62, wherein ~~tagging said~~ associating weights the hierarchical collection of linked first nodes includes user data comprises associating said user data with two or more first nodes in ~~said the hierarchical~~ collection of linked first nodes.

65. (Previously Presented) The computer-readable medium according to claim 42, wherein a node in said collection of first nodes comprises a list of references to two or more ancestor nodes.

66. (Previously Presented) The system of claim 62, wherein at least one node in said hierarchical collection of linked first nodes is linked to two or more ancestor nodes.

67. (Previously Presented) The system of claim 62, wherein said selected tagged content comprises two or more tags, each said tag associated with a different node in said hierarchical collection of linked first nodes.

68. (Previously Presented) The computer-implemented method of claim 25, wherein the first nodes of the ontology are unweighted according to user data.

69. (Previously Presented) The computer system of claim 34, wherein the first nodes of the ontology are unweighted according to user data.

70. (Previously Presented) The computer-readable medium of claim 42, wherein the

first nodes of the ontology are unweighted according to user data.

71. (Previously Presented) The system of claim 48, wherein the first nodes of the ontology are unweighted according to user data.

72. (Previously Presented) The electronic process of claim 55, wherein the first nodes of the ontology are unweighted according to user data.

73. (Previously presented) The system of claim 62, wherein the first nodes of the ontology are unweighted according to user data.

74. (New) A method comprising:  
retrieving, by a computer, user characteristic data from a database, the user characteristic data including a plurality of concepts each having an associated weight;  
mapping, by the computer, each weight of the user characteristic data to one or more nodes of an ontology, the mapping of each weight based on the concepts to generate an initialized ontology;  
applying one or more rules to the initialized ontology that modifies the initialized ontology, including at least one of the following modifications: adding a node to the initialized ontology and modifying a weight of the initialized ontology;  
determining that rule application is complete; and  
in response to completing rule application, storing the initialized ontology as a personalized interest graph.